

LAURA BONILLA

Digital Marketing Specialist

(+1) 672- 963 - 5451 | lalebopal@gmail.com | Burnaby, BC | LinkedIn: [lauraalejandra29](#) | Portfolio: [lauralebonilla.com](#)

PROFESSIONAL SUMMARY

Creative Marketing Professional with 5+ years of experience supporting **digital marketing, paid advertising, content development**, and **brand communication** across B2B and B2C environments. With a background in Industrial **Design**, I bring a strong visual perspective, creativity, and a user-focused approach to developing engaging marketing initiatives. Experienced in Google Ads, digital content, social media, and website management, with a strong ability to translate ideas into clear, compelling, and brand-consistent communications. Passionate about creating meaningful customer experiences and contributing creative solutions that support business growth.

WORK EXPERIENCE

DIGITAL MARKETING INTERN

Jun. 2026 - Sep. 2026

Langley Farm Market - Vancouver, CA

- Managed **digital content** across **website** and **social media** channels, ensuring engaging, accurate, and brand-consistent communications.
- Conceptualized, produced, and published **24+ social media videos** (2 weekly), owning the **creative process** from storytelling and filming through **editing** and final publication on **Instagram** and **Facebook**, while also creating weekly digital and print flyers for all the **6 market locations**.
- Managed **community engagement** across 3+ customer-facing channels (Instagram, Facebook, and Google Reviews) plus corporate **email responses**, handling customer inquiries and feedback throughout a 3-month period while maintaining a consistent, professional, and brand-aligned voice.
- Collaborated with **5+ internal teams** and 6 store managers to align weekly digital and print marketing initiatives with in-store activities, ensuring consistent brand messaging and a cohesive customer experience across locations.

MKT TRAFFICKER & DIGITAL ADVERTISING SPECIALIST

Feb. 2024 - Dec. 2025

G&L Partners - Remote

- Managed 100+ **Google Ads campaigns** for 16+ LATAM clients, providing strategic support for **Meta Ads** to drive account growth.
- Built tracking architectures via **GTM** to ensure 100% data accuracy in **GA4** and **Looker Studio reporting**, translating complex data into Actionable Insights using Looker Studio, allowing stakeholders to make data-driven decisions.
- Executed comprehensive account audits and daily optimizations to scale **ROAS**, implementing **A/B testing** and **search term analysis** to reduce **CPL** by identifying and eliminating budget waste.

TL & ADS SPECIALIST

Apr. 2023 - Jan. 2024

Google Ads Project (Cognizant Technology Solutions) - Buenos Aires, AR

- Directed a team of **13+ advertising specialists**, ensuring the strategic health and long-term growth of **Google Ads** portfolios for Tier 1 global clients. Consistently exceeded performance benchmarks and compliance standards through rigorous **workflow optimization** and high-level account **auditing**.
- Improved operational efficiency by 20% through **performance tracking, workflow optimization, and coaching**.
- Recruited, interviewed, and **onboarded 20+ new team members** across multiple cohorts.
- Delegated tasks strategically and provided ongoing coaching, increasing **team productivity** by 30% within 3 months.

Google Ads Project (Cognizant Technology Solutions) - Buenos Aires, AR

- Developed and delivered **50+ training programs** on **Google Ads and analytics tools**, improving agent performance by 35% in the first year.
- Managed a team of **15 agents**, overseeing daily operations and performance metrics.
- Created **training materials and resources** used by 100+ employees.
- Supported skill development initiatives, achieving a 90% team retention rate.

EDUCATION

Digital Marketing Diploma (Expected 2027) — *Create Career College*, Vancouver, BC
Business & Hospitality Foundations_(2024) — *SELC College*, Vancouver, BC
Project Management Certificate (2023) — *UADE Business School*, Argentina
Digital Marketing & Community Management Certificate (2019) — *UCES*, Argentina
Bachelor of Industrial Design (2015) — *Autonomous University of Colombia*

CORE SKILLS

Software & Product	User Stories & Acceptance Criteria · Requirements Documentation · Dev Liaison · Backlog Triage & Prioritization
Marketing & Ads	Google Ads (Search, Display, Shopping, Video) · Meta Ads Manager · SEO & Keyword Research · A/B Testing · Email Marketing
Analytics & Tech	Google Tag Manager (GTM) · Google Analytics (GA4) · Looker Studio · Keyword Research (Google Keyword Planner) · Google Suite · MS Office Suite · Project Management (Click Up, Notion)
Content & Design	Adobe Creative Suite · Canva · Social Media Management (Facebook, Instagram) · Blog & Web Content · Photography Direction
Leadership & Comms	Stakeholder Communication · Team Leadership · Training & Mentorship · Budget Management · Bilingual English/Spanish
AI & Automation	AI Tool Research & Implementation · Chat GPT · Gemini · Claude